# Role of e-advertisement on consumer buying behaviour

**K. M. Sindhushree***
Kuvempu University, P G Center, Chikmagalore

**ABSTRACT**

*Advertising is a type of communication between the buyers and sellers. Because advertisement helps sellers to promote their product easily through different kinds of advertisement. But advertisement of TV, banners, newspapers etc., are not cost effective when compare to E-advertisement. Mainly advertisement is not a one-time process, it is a continuous process until our product exist in the market. Now a day's internet is available with very low price. So many companies are using internet for advertising their products. E-advertisement is very helpful for reaching a greater number of consumers with less time and low cost. In recent days internet plays a vital role in all most all the sector in this pandemic situation. This study includes both primary and secondary sources for collecting information. This study mainly concentrates on role of e advertising on consumer buying behaviour with special reference to Chikmagalore district.*

**KEYWORDS:** E-Advertisement, Consumer Buying Behaviour, Motivating factors, Internet, Consumer relationship.

## 1. INTRODUCTION

Advertisement plays a vital role for the success of any product or services. Because, without advertisement no body can know about the new product launched in the market. So advertisement is like a connecting agent for the buyers and sellers. E-advertisement is a kind of marketing. This uses internet or digital media for promoting goods and services, for this reason e advertising is also known as online advertising or online marketing or web advertising. E-advertisement is mainly useful for reaching our target audience or consumer with very low cost and time. E-advertisement helps to create global marketing for the sellers. E advertising helps for handling thousands of customers at the same time, provide quick services, direct relationship between consumers and organization, large capacity of information etc.

E-advertisement is very popular now a days, because internet is available with low cost. Due to work pressure consumers have no time to watch TV ads or newspaper's etc. For

this reason, advertisement through E-advertisement helps to reach large number of consumers through e-mail, video ads in YouTube, Facebook, Instagram etc.

**1.1 Significance of the study**

This study helps to identify how modern strategy of advertisement attract the consumer and effect on consumer buying behaviour. E-advertisement is one of the most important tools to make consumers aware of a new product and also it influences to consumers buying decision

**2. LITERATURE REVIEW**

Ashamayee Mishra and Dr. D. K. Mahalik, "Impact of online advertising on consumers", this article discusses about how advertisement help the consumer to buy their products and services. How E-advertisement is important for selling product and services. This study also explains in detail the factors which influence the effectiveness of e-advertisement.

Dr. Priyakalyanasundaram "A study on effect of internet advertising on consumer behaviour with special reference to Coimbatore", this article explains the importance of advertisement. Because advertisement helps to improve the product or service goodwill and also helps to increase sales. This helps to create more profit to the company. This study also discusses about the basic features of advertising and respondent's opinion about advertisement.

Gaurav Bakshi, Dr. Surender Kumar Gupta "Online advertising and its impact on consumer buying behaviour", this article explains the factors that influence the online advertising which helps customers intentions in buying product and services. Also explain the different kinds of advertisement.

**3. STATEMENT OF THE PROBLEM**

E-advertisement helps in reaching target consumers compared to normal medias like TV, newspapers, banners etc., but its limited to the consumers who are active in the internet. This provides useful information about the product and service. Sometimes E-advertisement interrupt consumers while using the internet.

**4. OBJECTIVES OF THE STUDY**

   a)  To find out the motives for the consumers buying behaviour.
   b)  To know more about benefits of E-advertisement.
   c)  To analyze how E-advertisement helps to create demand for product.
   d)  To study the effectiveness of E-advertisement on consumer buying behaviour.

**5. SCOPE OF THE STUDY**

E-advertisement plays a vital role in marketing or advertising a new product or services to reach millions of consumers. There are so many works done on E-advertisement, but there is no work on the role of E-advertisement on consumer buying behaviour with special reference to Chikmagalore district.

**6. RESEARCH METHODOLOGY**

The present study is based on both primary and secondary sources of data. Primary data was collected through a well-structured questionnaire by meeting various online users in Chikmagalore district. Secondary data was collected through various articles, journals, books, websites and internet sources.

**7. DATA ANALYSIS AND INTERPRETATION**

This section helps to know about how e advertisement influence on consumer buying behaviour.

| Table 1: - Classification of respondents on the basis of their gender | | |
|---|---|---|
| Gender | No. of respondents | Percentage |
| Male | 48 | 48 |
| Female | 52 | 52 |
| Total | 100 | 100 |
| **Source:** Field survey | | |

From the above Table 1 it is clear that out of 100 respondents, 48% of the respondents are belongs to male category and 52% of the respondents are belongs to female category.

| Table 2: - Classification of respondents on the basis Internet users | | |
|---|---|---|
| Users | No. of respondents | Percentage |
| Students | 32 | 32 |
| House wife's | 30 | 30 |
| Working women's | 22 | 22 |
| Officials (men) | 10 | 10 |
| Others | 6 | 6 |
| Total | 100 | 100 |
| **Source: Field survey** | | |

Now a days almost all are using internet. From the above Table 2 out of 100 respondents, 30% of the respondents are housewife's, 32% of the respondents are students, 22% of the respondents are working women's, 10% of the respondents are officials and 6% of the respondents are other users.

| Table 3: -Classification of respondents based on recommendation for seeing E-advertisement | | |
|---|---|---|
| **Recommender** | **No. of respondents** | **Percentage** |
| Family members | 13 | 13 |
| Friends | 61 | 61 |
| Relatives | 23 | 23 |
| Others | 3 | 3 |
| Total | 100 | 100 |
| **Source: Field survey** | | |

From the above Table 3 it is clear that out of 100 respondents, 61% of the respondents are recommended by their friends for seeing e-advertisement, 23% of the respondents are recommended by their relatives, 13% of the respondents recommended by their family members and 3% the respondents are recommended by others.

| Table 4: - Classification of respondents based on their attention to E-advertisement while buying the product or service | | |
|---|---|---|
| **Opinion** | **No. of respondents** | **Percentage** |
| Yes | 38 | 38 |
| Sometimes | 43 | 43 |
| No | 19 | 19 |
| Total | 100 | 100 |
| **Source: Field survey** | | |

The main objective of e advertising is to draw the customers attention through its advertisement. From the above Table 4 it is clear that out of 100 respondents, 38% of the respondents agree that they are give attention to e advertising while buying, 19% of the respondents are said no to the above statement and 43% of the respondents are opinion that sometimes they give preference or attention to e advertising while purchasing the product or services.

| Table 5: - Classification of respondents based on influence of E-advertisement on consumer buying behaviour | | |
|---|---|---|
| Influence | No. of respondents | Percentage |
| Large influence | 54 | 54 |
| Medium influence | 27 | 27 |
| Small influence | 11 | 11 |
| No influence | 8 | 8 |
| Total | 100 | 100 |
| **Sources:** Field survey | | |

Advertisement is a type of motivating factor.  From the above Table 5 it is clear that out of 100 respondents, 54% of the respondents are large influencer of E-advertisement, 27% of the respondents are medium influencer, 11% of the respondents are small influencer and 8% of the respondents are not influenced by any kind of  E-advertisement.

| Table 6: - Classification of respondents based on their opinion towards product and service information on E-advertisement | | |
|---|---|---|
| Opinion | No. of respondents | Percentage |
| Strongly agree | 22 | 22 |
| Agree | 35 | 35 |
| Neutral | 28 | 28 |
| Disagree | 9 | 9 |
| Strongly disagree | 6 | 6 |
| Total | 100 | 100 |
| **Sources:** Field survey | | |

Advertisement helps to provide more information about product and services to the consumers.  From the above Table 6 it is clear that out of 100 respondents, 22% of the respondents are strongly agree that e advertisement provide information about product and services, 35% of the respondents are agree that e advertisement provide information of the product, 9% of the respondents are disagree and 6% of the respondents are strongly disagree to the above statement, 28% of the respondents are neither agree nor disagree to the above statement.

| Table 7: - Classification of respondents on the basis of their opinion towards the methods of online advertising on buying behaviour | | |
|---|---|---|
| Opinion | No. of respondents | Percentage |
| YouTube advertisement | 36 | 36 |
| Instagram advertisement | 32 | 32 |
| Facebook advertisement | 28 | 28 |
| Twitter advertisement | 0 | 0 |
| Google advertisement | 4 | 4 |
| Total | 100 | 100 |
| **Sources:** Field survey | | |

E-advertisement is not a small world.  It attracts and reach a greater number of consumers through online applications like YouTube, Facebook, Instagram, google, twitter etc.  from the Table 7 it is clear that out of 100 respondents, 36% of the respondents are influenced by YouTube advertisement, 28% of the respondents are influenced by Facebook ads, 32 % of the respondents are influenced by Instagram ads, 4% of the respondents are influenced by google advertisements and there is no respondents is influenced by twitter advertisement.

| Table 8: - Classification of respondents on the basis of their opinion towards E-advertisement is irritating one | | |
|---|---|---|
| Opinion | No. of respondents | Percentage |
| Yes | 55 | 55 |

| | | |
|---|---|---|
| Sometimes | 29 | 29 |
| No | 16 | 16 |
| Total | 100 | 100 |
| **Sources**: Field survey | | |

From the Table 8 it is clear that out of 100 respondents, 55% of the respondents are opinioned as irritating one, 29% of the respondents said that E-advertisement is sometimes irritating and 16% of the respondents will not agree that E-advertisement is an irritating one.

## 8. FINDINGS
a) Out of 100 respondents, 48% were males and 52% were females.
b) 72% of the respondents are in the age group of 20 to 30 years.
c) 32% of the internet users are students.
d) 43% of the respondents said that they sometimes paid their attention to E-advertising while purchasing and 38% of the respondents felt that they paid full attention to e advertising.
e) 61% of the respondents are recommended by their friends to see the E-advertisement.
f) 54% of the respondents are said that E-advertisement has large influence on the consumers buying behavior.
g) 35% of the respondents are agree that E-advertisement is beneficial to consumers for getting information about goods and services.
h) 36% of the respondents are influenced to buy the product and services from YouTube advertisements.
i) 55% of the respondents are felt that E-advertisement is irritating while they are using internet.

## 9. SUGGESTIONS
a) E-advertisement is powerful and attention getting captions or headlines.
b) E-advertisement don't use more words.
c) E-advertisement use simple images to attract customers.
d) E-advertisement don't use any messy things in advertisement.
e) E-advertisement can improve their services in twitter.
f) E-advertisement as to integrate with all the online applications for advertisement.
g) Repeating E advertisement creates irritation for the users.
h) E-advertisement adopt some creative elements.
i) E-advertisement concentrate on all type of customers

## 10. CONCLUSION
Online marketing has become more and more popular nowadays among businesses around the world. After discovering the wide range benefits of internet marketing in promoting products and services. More number of companies are using E-advertisement to market their products and services. E-advertisement helps to reach a greater number of customers in a short period of time with low cost. E-advertisement mainly helps to collect feedback about their product and service from the interested consumers. E-advertisement helps to eliminate demographic barrier and also work 24 hours and 7 days in a week.

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